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1968 ACREAGE- MARKETING GUIDES



SUMMER AND FALL VEGETABLES, MELONS, SWEETPOTATOES

U.S. DEPARTMENT OF AGRICULTURE ■ CONSUMER AND MARKETING SERVICE

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PREFACE

Prices guide production of nearly all commodities. But industries differ in their responses to price changes. Non-agricultural products tend to have fairly rigid prices from month to month. Manufacturers respond to demand changes by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. These variations have been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their crops are ready for market. Growers can't increase output quickly to take advantage of a strong market. On the other hand, they are often equally powerless to cut back their crops when production is too large.

Most vegetables are highly perishable. They can't be held from market for long to await better sales conditions. So, supplies are sometimes short of market requirements, and prices are high. But more frequently, supplies exceed market needs. Then commodities sell at distress prices.

The nature of vegetable products makes far-sighted production planning at least as necessary as it is for many industrial goods. But there are so many vegetable producers that coordinated industry planning is extremely difficult.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- refuse control. But growers have full control over plantings. They can contribute importantly to balancing market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Market requirements for individual vegetables, melons, and sweetpotatoes next season are not expected to show much change compared with last season. Per capita use of all fresh vegetables combined is trending downward slightly. The decline in use of fresh produce has been about offset by the uptrend in use of frozen vegetables.

Consumer and Marketing Service commodity specialists continually study the market trends for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by several other USDA agency representatives who are well-versed in the vegetable field.

Acreage-marketing guides are prepared each year for the seasonal crops of vegetables and melons. The final recommendations for summer and fall vegetables, melons and the annual sweetpotato crop are presented in this publication. In the past, when growers have kept acreage within the recommended guide, few marketing difficulties have developed.

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1968 ACREAGE-MARKETING GUIDES
SUMMER AND FALL VEGETABLES,
MELONS, SWEETPOTATOES

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, it is recommended that the 1968 acreage of early fall sweet corn be increased by five percent from the acreage planted in 1967. Therefore, each grower of early fall sweet corn is recommended to increase his plantings by five percent.

I. 1967 HIGHLIGHTS

Total plantings of summer vegetables and melons for fresh market in 1967 were about equal to those in 1966. While excessive rainfall in some areas and generally cold weather early in the summer season delayed growth of many crops, average yields per acre were better than in 1966, when hot, dry weather in major eastern and midwestern producing States curtailed vegetable and melon production.

Because of lighter than usual supplies, market prices for many vegetables were at relatively high levels during June and early July. But, when harvests overlapped later in the summer, markets weakened and prices averaged lower than a year earlier.

Fall production of vegetables and melons in 1967 also was greater than in 1966. The increase was due to larger acreages and higher yields per acre for most crops. Although not as severe as in some years, there was more bunching of marketings than in 1966, particularly in Florida. This contributed to a lower overall value of fall production.

The 1967 sweetpotato crop was in balance with market requirements. Although there was a temporary weakness in some markets during the early fall, shipping point prices in major areas strengthened prior to the Thanksgiving and Christmas holidays. And in the mid-winter of 1967-68, prices held above the fairly high levels of the previous year.

Aggregate value of the combined summer and fall vegetable crops in 1967 was \$523 million, a moderate decrease from the \$552 million in 1966. The value of summer and fall melons in 1967 was about equal to that in 1966, \$78.6 million versus \$78.7 million in the prior year. The preliminary estimate of the 1967 sweetpotato crop value was \$64.9 million, a moderate increase over the 1966 crop.

II. DEMAND FOR VEGETABLES IN 1968

Growth in the American economy, which picked up during the second half of 1967, is continuing during 1968. In its 84th month, this has been the longest expansion in U.S. economic history.

Demand for goods and service both in the consumer and governmental sectors is expected to continue rising. Capital outlays by businessmen are expected to increase slightly and further recovery in homebuilding is anticipated unless credit conditions are tight. The increase in aggregate economic activity in 1968 may exceed the 1967 rise but is not expected to match the large 1966 gain. However, the general price level may rise further in the coming year. The increase could be as large as this year and perhaps larger, depending importantly on wage settlements, productivity gains and possible changes in tax rates.

Advancing output, employment and wage rates will lead to increases in consumer disposable income. Although an increase in tax liabilities would moderate the rise in disposable income, further gains in consumer spending for food and other goods and services are expected.

The demand for fresh vegetables, melons and sweetpotatoes next season is not likely to be substantially different from last season. Market strength will be aided directly by our growing population and indirectly by the uptrend in net disposable income of consumers.

Per-capita use of individual fresh items range from a slight uptrend for lettuce (including escarole) to a slight decline for snap beans, melons and sweetpotatoes. Per capita use of fresh tomatoes has been holding about steady as has that for dry onions. For some fresh vegetables, consumer demand has declined because of increased availability of these vegetables in canned, frozen and/or dehydrated packs.

Prices for each fresh vegetable next season will, as usual, depend largely on the balance between supply and demand for that commodity. Marketing success will also depend importantly on weather and timeliness of harvests.

III. FOREIGN TRADE

Lettuce, onions, tomatoes, watermelons and celery continued last season as the principal export items (see Table 1). Much of the export volume during the last half of 1967 moved to Canada. Some celery was shipped to western Europe, and a supply of onions moved to Japan.

Carrots from Canada topped the import list in importance. In addition to potatoes, Canada furnishes most of the imports of turnips and rutabagas.

Imports of vegetables and melons from Mexico, other than in the summer and early fall, have been increasing substantially for the past several years. During 1966-67, there were substantial imports from Mexico of cantaloups, cucumbers, eggplant, dry onions and tomatoes. These imports tend to be most competitive with domestic winter, spring and early summer crops.

Table 1.--Selected Summer and Fall Fresh Vegetables and Melons: Exports and imports selected dates, 1967 and 1966

Commodity	Exports					
	July-September		October-December		July-December	
	1967	1966	1967	1966	1967	1966
	1,000 hundredweight					
Beans 1/	8.5	9.2	33.7	33.6	42.2	42.8
Beets	---	---	---	---	---	---
Cabbage	23.4	18.2	92.6	86.4	116.0	104.6
Carrots	106.7	55.6	49.7	54.8	156.4	110.4
Celery	62.2	70.1	262.0	265.8	324.2	335.9
Corn, Sweet	N.S.C.	N.S.C.	N.S.C.	N.S.C.	N.S.C.	N.S.C.
Cucumbers	72.3	N.S.C.	66.7	N.S.C.	139.0	N.S.C.
Lettuce	177.6	174.1	728.5	573.5	906.1	747.6
Onions	300.3	231.3	196.7	174.1	497.0	405.4
Peppers, Green	19.2	30.1	31.6	39.9	50.8	70.0
Tomatoes	175.2	248.3	311.9	275.9	487.1	524.2
Cantaloups 2/	374.2	225.8	37.4	27.8	411.6	253.6
Watermelons	461.9	462.1	7.0	3.4	468.9	465.5

Commodity	Imports					
	July-September		October-December		July-December	
	1967	1966	1967	1966	1967	1966
	1,000 hundredweight					
Lima Beans	---	1.5	2.8	.8	2.8	2.3
Beets	.4	---	---	---	.4	---
Cabbage	5.7	6.0	.5	6.9	6.2	12.9
Carrots	85.6	109.5	326.5	281.4	412.1	390.9
Celery	1.5	-----	.5	-----	2.0	-----
Corn, Sweet	5.5	2.9	-----	-----	5.5	2.9
Cucumbers	17.9	4.6	39.6	67.7	57.5	72.3
Lettuce	1.6	.7	.4	.7	2.0	1.4
Onions	32.4	29.8	85.6	118.9	118.0	148.7
Peppers, Green	8.3	4.0	34.6	29.2	42.9	33.2
Tomatoes	94.7	26.5	45.9	370.0	140.6	396.5
Cantaloups 2/	4.7	2.5	58.1	65.8	62.8	68.3
Watermelons	.8	1.4	5.6	1.3	6.4	2.7

N.S.C. = Not separately classified.

1/ Includes snap beans. 2/ Includes other melons.

Source: Bureau of the Census, U.S. Department of Commerce.

IV. CANNED AND FROZEN VEGETABLES

The total production of 9 principal vegetables for commercial processing in 1967 was 9.8 million tons, 11 percent more than in 1966. An increase in production was reported for all 9 vegetables.

The 1967 aggregate carryover of canned vegetables was small. This was a partial offset to a combined pack for 8 vegetables that was 15 percent above 1966. The 1967-68 initial supply (carryover plus pack) of canned vegetables was about a tenth above 1966-67. The overall rate of shipments of canned vegetables in the current season has been relatively high. In spite of more adequate supplies compared with last season, prices for canned vegetables during the fall and winter of 1967-68 have been holding about steady and are near year-ago levels.

The 1967 aggregate carryover of principal frozen vegetables was 8 percent above 1966. The overall frozen pack in 1967 was up moderately. The 1967-68 initial frozen supply (carryover plus pack) of frozen vegetables was a record, and 5 percent above 1967. Prices for frozen vegetables in the current season have been generally firm.

The 1968 total carryover of processed vegetables is expected to be higher than in 1967. Because of the heavier carryover, the 1968 overall guide recommendation for vegetables for commercial processing is an aggregate acreage 4 percent less than in 1967.

Specific planted acreage guide recommendations for 1968 vegetables for commercial processing are as follows:

Commodity	:	Percentage change from
	:	1967 planted acreage
		<u>Percent</u>
Beans, Lima (For canning).....		No change
(For freezing).....		No change
Beans, Snap (For canning).....		Minus 5
(For freezing).....		No change
Beets.....		No change
Cabbage for Kraut <u>1/</u>		No change
Corn, Sweet (For canning).....		Minus 5
(For freezing).....		Minus 5
Cucumbers for Pickles.....		No change
Peas, Green (For canning).....		Minus 5
(For freezing).....		No change
Spinach (For canning).....		No change
(For freezing).....		Minus 10
Tomatoes.....		Minus 5

1/ Included in total early fall crop (fresh market and kraut combined).

V. SUMMARY - 1968 GUIDES

Specific planted acreage guide recommendations for 1968 summer and fall vegetables for fresh market, summer melons, and sweetpotatoes follow:

Commodity		:Percentage change : : from 1967 : : planted acreage : percent	Commodity		: Percentage :change from 1967 :planted acreage percent
<u>Summer Vegetables</u>			<u>Fall Vegetables</u>		
Beans, Lima		No Change	Beans, Snap	(early)	No Change
Beans, Snap		No Change		(late)	No Change
Cabbage	(early)	No Change	Broccoli		No Change
	(late)	No Change	Cabbage	(1/ early)	No Change
Carrots	(early)	Plus 5		(late)	No Change
	(late)	Plus 5	Carrots	(early)	No Change
Cauliflower		No Change		(late)	Plus 10
Celery	(early)	Minus 5	Cauliflower	(early)	No Change
	(summer)	No Change		(late)	No Change
Corn, Sweet	(early)	No Change	Celery	(late)	No Change
	(late)	Plus 5	Corn, Sweet		Plus 5
Cucumbers	(early)	No Change	Cucumbers	(early)	No Change
	(late)	Plus 5		(late)	No Change
Eggplant		No Change	Lettuce	(early)	Minus 5
Lettuce		No Change		(late)	No Change
Onions	(early)	Minus 5	Peppers, Green		Minus 5
	(late)	No Change	Spinach	(early)	No Change
Peppers, Green	(early)	No Change		(late)	No Change
	(late)	No Change	Tomatoes	(early)	Minus 5
Spinach		No Change		(late)	Minus 5
Tomatoes	(early)	No Change	- - - - -		
	(late)	No Change			
<u>Summer and Fall Melons</u>			<u>Sweetpotatoes</u> No Change		
Cantaloups	(early)	Plus 5			
	(mid)	Plus 5			
	(late)	Plus 5			
	(early fall)	No Change			
Watermelons	(early)	No Change			
	(late)	No Change			

1/ For fresh market and processing.

The total acreage guide in 1968 for 14 summer vegetables for fresh market is a planted acreage 1 percent more than in 1967. Such acreages, with normal abandonment and average yields, will result in an aggregate production for these principal summer vegetables one percent above 1967.

For 12 fall vegetables, the total guide in 1968 is a planted acreage one percent less than in 1967. Such acreage, with normal abandonment and average yields, will result in an aggregate fall production two percent below 1967.

For summer plantings of cantaloups and watermelons combined, the recommended acreage for 1968 is one percent above 1967; the probable aggregate production in 1968 would be one percent below 1967.

With no change in acreage in 1968, and assuming average acreage loss and per-acre yields, total sweetpotato production in 1968 would be 4 percent less than in 1967.

Additional guide details are shown in Summary Tables 2 through 7 beginning on pagell. Selected vegetable and melon prices follow:

Vegetables for Fresh Market: United States season
average unit value, 1965, 1966 and 1967

Item	1965	1966	1967
----- \$ per hundredweight -----			
Lima Beans	10.35	11.70	11.71
Snap Beans	10.70	11.92	11.52
Broccoli	8.31	8.68	8.74
Cabbage*	2.40	3.30	2.40
Cantaloups	5.51	6.27	6.41
Carrots*	3.51	4.02	4.02
Cauliflower*	8.22	8.72	8.63
Celery*	4.43	4.88	4.71
Sweet Corn	4.40	5.04	4.85
Cucumbers	5.88	6.69	6.64
Eggplant	5.88	7.43	6.45
Lettuce	4.60	5.30	4.98
Onions	3.21	4.77	3.55
Green Peppers	9.80	10.22	10.20
Spinach	8.01	9.08	9.78
Tomatoes	9.42	9.37	9.56
Watermelons	1.59	1.86	2.09

* Includes some sales to processors.

Note: Data are for the conterminous United States.

Note: The unit values listed above are derived from values, f.o.b. shipping point.

Source: Annual reports of the Statistical Reporting Service.

Table 2.--Summer Vegetables: Acreage guide for 1968, with comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	: 1968	: 1967	: 1961-65	: 1967	: 1967	: 1961-65	
	: guide	: Prel.: 1966	: average	: Prel.	: 1966	: average	
	1,000 acres				Percent		
Beans, Lima	10.3	10.3	10.5	13.1	100	98	79
Beans, Snap	25.4	25.4	25.9	30.0	100	98	85
Cabbage							
Early	6.6	6.6	6.4	6.2	100	103	106
Late	16.4	16.4	16.3	17.4	100	101	94
Carrots							
Early	8.3	7.9	7.9	7.7	105	105	108
Late	1.9	1.8	2.0	2.1	105	95	90
Cauliflower	3.0	3.0	3.2	3.7	100	94	81
Celery							
Early	2.5	2.6	2.5	2.2	95	100	114
Summer	5.4	5.4	5.3	6.0	100	102	90
Corn, Sweet							
Early	31.5	31.5	33.4	38.1	100	94	83
Late	94.9	90.4	92.2	97.8	105	103	97
Cucumbers							
Early	6.5	6.5	5.9	6.0	100	110	108
Late	6.2	5.9	6.1	6.3	105	102	98
Eggplant	1.4	1.4	1.3	1.4	100	108	100
Lettuce	45.9	45.9	46.6	49.3	100	98	93
Onions							
Early	15.0	15.8	13.8	10.2	95	109	147
Late	60.5	60.5	59.1	59.2	100	102	102
Peppers, Green							
Early	8.2	8.2	8.2	7.6	100	100	108
Late	18.9	18.9	17.9	17.9	100	106	106
Spinach	1.4	1.4	1.5	1.9	100	93	74
Tomatoes							
Early	43.0	43.0	44.4	41.6	100	97	103
Late	24.3	24.3	24.0	26.6	100	101	91
Total	437.5	433.1	434.4	452.3	101	101	97

Note: Percentage comparisons 1968 guide versus 1967 based on unrounded data.

Table 3.--Summer Vegetables: Probable production in 1968, with comparisons

Commodity	: Production 1/				: Probable production from		
	: 1968 : 1967 : 1961-65 :				: acreage guide as percent of:		
	: 1968 : 1967 : 1961-65 :				: 1967 : 1961-65		
	: guide 2/ Prel.: 1966 : average:				: Prel. : 1966 : average		
	1,000 cwt.				Percent		
Beans, Lima	252	261	250	319	97	101	79
Beans, Snap	1,011	1,026	1,008	1,145	99	100	88
Cabbage							
Early	1,349	1,324	1,332	1,259	102	101	107
Late	3,265	3,509	3,089	3,450	93	106	95
Carrots							
Early	2,490	2,370	2,410	2,070	105	103	120
Late	605	590	606	573	103	100	106
Cauliflower	297	297	306	346	100	97	86
Celery							
Early	1,328	1,313	1,400	1,212	101	95	110
Summer	1,753	1,668	1,549	2,089	105	113	84
Corn, Sweet							
Early	2,056	2,110	1,954	2,466	97	105	83
Late	5,531	5,404	5,046	5,802	102	110	93
Cucumbers							
Early	623	570	600	581	109	104	107
Late	482	462	480	467	104	100	103
Eggplant	168	168	156	175	100	108	96
Lettuce	11,197	11,369	11,207	10,845	98	100	103
Onions							
Early	3,243	3,308	3,000	2,258	98	108	144
Late	18,867	18,617	18,149	18,732	101	104	101
Peppers, Green							
Early	338	346	325	292	98	104	116
Late	1,775	1,759	1,667	1,669	101	106	106
Spinach	78	84	78	96	93	100	81
Tomatoes							
Early	5,316	4,860	5,597	5,074	109	95	105
Late	2,681	2,743	2,572	2,845	98	104	94
Total	64,705	64,158	62,781	63,765	101	103	101

1/ Includes some quantities not marketed (see individual tables for particulars).

2/ Product of planted acreage guide for 1968, less normal abandonment, times average yield.

Table 4.--Summer-Fall Melons: Acreage guide for 1968, with comparisons

Commodity	Planted Acreage				Percent acreage guide is of:			
	1968 : guide	1967 : prel.	1966 : prel.	1961-65 : average	1967 : prel.	1966 : prel.	1961-65 : average	1966 : average
								percent
<u>acres</u>								
Cantaloups								
Early	14,500	13,800	13,450	14,230	105	108	102	
Mid	51,100	48,650	48,100	60,510	105	106	84	
Late	11,150	10,600	10,900	12,620	105	102	88	
Fall	3,200	3,200	1,850	3/ 2,040	100	173	157	
Watermelons								
Early	196,800	196,800	195,800	209,840	100	101	94	
Late	25,950	25,950	26,250	30,660	100	99	85	
Total	302,700	299,000	296,350	329,900	101	102	92	

Table 5.--Summer-Fall Melons: Probable production in 1968, with comparisons

Commodity	Production 1/ 1,000 hundredweight				Probable production from acreage guide as a percent of:			
	1968 : guide 2/	1967 : prel.	1966 : prel.	1961-65 : average	1967 : prel.	1966 : prel.	1961-65 : average	1966 : average
								percent
Cantaloups								
Early	760	757	646	776	100	118	98	
Mid	6,160	5,949	5,789	6,990	104	106	88	
Late	852	801	851	966	106	100	88	
Fall	410	410	237	3/ 234	100	173	175	
Watermelons								
Early	14,957	15,644	14,246	15,358	96	105	97	
Late	3,204	2,947	3,209	3,812	109	100	84	
Total	26,343	26,508	24,978	28,136	99	105	94	

1/ Includes some quantities not marketed (see individual tables for particulars).

2/ Computed: Product of planted acreage guide for 1968, less normal abandonment, times average yield.

3/ Includes short-time average (1964-65) for Arizona.

Table 6.--Fall Vegetables: Planted Acreage Guide 1968, with comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	1968	1967	1966	1961-65	1967	1966	1961-65
	guide	prel.	1966	average	prel.	1966	average
	1,000 acres				percent		
Beans, Snap							
Early	12.6	12.6	12.3	13.7	100	102	92
Late	12.4	12.4	12.0	12.9	100	103	96
Broccoli	24.6	24.6	23.0	23.3	100	107	106
Cabbage							
Early 1/	31.3	31.3	30.9	33.2	100	101	94
Late	2.0	2.0	2.1	2.7	100	95	74
Carrots							
Early	24.4	24.4	24.7	22.8	100	99	107
Late	7.4	6.7	8.4	7.7	110	88	96
Cauliflower							
Early	4.5	4.5	4.6	6.0	100	98	75
Late	8.6	8.6	7.6	7.9	100	113	109
Celery							
Late	5.9	5.9	5.8	5.7	100	102	104
Corn, Sweet	15.8	15.0	15.9	12.8	105	99	123
Cucumbers							
Early	7.8	7.8	8.0	7.8	100	98	100
Late	7.6	7.6	7.5	7.8	100	101	97
Lettuce							
Early	40.8	43.0	37.3	34.0	95	109	120
Late	14.1	14.1	16.5	19.2	100	85	73
Peppers, Green	8.1	8.5	8.2	7.5	95	99	108
Spinach							
Early	2.6	2.6	2.6	3.8	100	100	68
Late	1.6	1.6	1.4	1.6	100	114	100
Tomatoes							
Early	18.0	19.0	16.2	18.8	95	111	96
Late	14.1	14.8	12.5	11.3	95	113	125
Total	264.2	267.0	257.5	260.5	99	103	102

1/ Includes cabbage for processing.

Table 7.--Fall Vegetables: Probable production in 1968 with comparisons

Commodity	Production 1/			Probable production from acreage guide as percent of:			
	1968	1967		1961-65	1967		1961-65
	Guide 2/	Prel.	1966	average	prel.	1966	average
	1,000 hundredweight			Percent			
Beans, Snap							
Early	491	469	465	556	105	106	88
Late	441	450	367	435	98	120	101
Broccoli	1,322	1,361	1,339	1,179	97	99	113
Cabbage							
Early 3/	8,566	9,395	7,555	8,557	91	113	100
Late	264	271	265	358	97	100	74
Carrots							
Early	6,228	6,185	6,266	5,772	101	99	108
Late	2,146	1,943	2,226	2,296	110	96	93
Cauliflower							
Early	428	436	422	508	98	101	84
Late	946	946	912	840	100	104	113
Celery							
Late	3,162	3,127	3,306	2,958	101	96	107
Corn, Sweet	740	732	723	640	101	102	116
Cucumbers							
Early	711	664	689	664	107	103	107
Late	846	884	770	804	96	110	105
Lettuce							
Early	7,132	7,454	6,690	5,621	96	107	127
Late	2,369	2,326	2,805	3,166	102	84	75
Peppers, Green	641	486	602	584	132	106	110
Spinach							
Early	141	145	129	197	97	109	72
Late	75	70	64	77	107	117	97
Tomatoes							
Early	3,420	3,420	3,240	3,332	100	106	103
Late	1,618	1,652	1,336	1,398	98	121	116
Total	41,687	42,416	40,171	39,942	98	104	105

1/ Includes some quantities not marketed (see individual tables for particulars).

2/ Computed: Planted acreage guide for 1968 fall vegetables, less normal abandonment, times average yield.

3/ Includes processing.

VI. VEGETABLE SUMMARIES

Snap Beans-- While plantings of summer snap beans in New York, a dominant producing State, were down from 1966, acreages in other leading States were about the same to a little larger than a year earlier. Total planted acreage for the 1967 season was only slightly less than in 1966. In contrast to 1966, when dry conditions restricted crop output, abundant rainfall during the 1967 season contributed to average or better than average yields in most States. Although crops in a few States were curtailed by excessive moisture, total volume produced was close to a year earlier. But crop value was sharply less than in 1966 in numerous States as heavy marketings during late August depressed market prices.

In 1967, relatively large increases in plantings of early fall snap beans were reported in Virginia and in South Carolina. As in 1966, though, per-acre yields were below normal in principal producing southeastern States. Total production in 1967 was about equal to 1966. Marketing of the South Carolina crop was a little later than usual and this minimized the bunching problem. For the season, prices averaged moderately above the high level in 1966.

With moderately more acreage and a little better yield per acre in Florida, 1967 fall production was more than a fifth larger than in 1966. Texas production, a small part of late fall supplies, was down from 1966. Prices in both States in 1967 were sharply lower than the high average values reported for 1966 crops.

Broccoli--Substantial increases in fall acreages in Oregon and Washington as well as in California, where about three-fourths of the crop is grown, more than offset the reduction in the combined New York and New Jersey acreage. But per-acre yields in California and Washington were below the high levels in 1966. Fall production in 1967 was only slightly larger than in 1966. Strong freezer demand helped to raise the overall level of prices in 1967. Total requirements in 1968 can be met with an acreage equal to a year earlier.

Cabbage--There was not much change in total early summer cabbage production in 1967 as compared with 1966, but crops developed later than usual because of cold spring weather. This caused an even larger than usual overflow of supplies into the late July-August period when marketings also were active from late summer producing States. Moreover, mostly because of improved per-acre yields, 1967 late summer production was up 14 percent from 1966 which further intensified competition for market outlets.

Although above the 1961-65 average, prices in early summer States averaged far less than the high level in 1966. Returns for 1967 supplies also were much lower than a year earlier in most late summer States.

Total plantings of early fall cabbage for fresh market and processing in 1967 were only slightly larger than in 1966. Substantial acreage increases over a year earlier in Ohio and Wisconsin were mostly offset by decreases in Michigan and Minnesota. In 1967, crops developed favorably with average per-acre yields in most major producing States far higher than the drought-reduced levels of 1966. Total early fall output was nearly a fourth larger than in 1966.

Despite the large quantities moving to kraut packers, abundant supplies were available for fresh market sale during the fall of 1967. Market prices were generally about half the extremely high levels which prevailed during the 1966 fall season. Some production in New York was not marketed because of depressed prices. Even though disappearance of kraut during 1967-68 will likely be well above the previous season, carryover stocks in 1968 are expected to be much larger than in 1967. Consequently, a 1968 early fall acreage equal to 1967 would furnish adequate supplies for all markets normally supplied by this crop.

The late fall cabbage crop also developed favorably in 1967. Improved per-acre yields more than offset the acreage reduction in Virginia. Production was slightly larger than in 1966. Because of larger competitive supplies than in 1966, returns for 1967 marketings in Virginia and North Carolina were off sharply compared with the previous year.

Cauliflower--Plantings of 1967 summer crop cauliflower in Upstate New York were equal to those the previous year. But acreage was cut sharply in New Jersey and there was a moderate reduction in Washington. Fresh market supplies returned high prices through the summer marketing season which extends into early September.

Early fall acreage of cauliflower in 1967 was slightly less than in 1966 because of a reduction in Michigan. Although later than usual, the Long Island, New York crop developed favorably. And, cool weather promoted good growth in Michigan. Despite the limiting effect of hot, dry weather in August, per-acre yields in Oregon were well above a year earlier and average. Season average prices in New York and Michigan compared favorably with those received in 1966. In Oregon, the season average price was high.

Carrots--Supplies of carrots were in good balance with market requirements throughout the summer and fall months of 1967. The early summer crop in California, which was about equal to a year earlier, met with a more typical competing volume from Texas. Nevertheless, prices for the season were moderate.

With early prospects indicating a smaller late summer crop than in 1966 and some delay in movement to markets, prices strengthened in July, 1967. And this strength was well maintained during August and September as supplies available for fresh market were moderately to substantially less than in 1966. While early fall production in Michigan was a little larger than in 1966, production in Texas was less than in 1966, and much smaller crops were reported in New York and Colorado. Most of the increased output in Wisconsin and in the far western States of Oregon and Washington was utilized for processing.

The important late fall crop in California was 13 percent less than in 1966 because of a sharp cut in acreage. This resulted in good market balance in October and November. With the added effect of heavy losses in Texas from hurricane Beulah and the accompanying rains, market prices soared to unprecedented high levels in November and December.

Celery--Poor growing conditions affected the 1967 early summer celery crop in California. Harvesting was delayed and per-acre yields were below average.

Despite a moderately larger acreage, production was 6 percent below 1966. The relatively light supplies from the Guadalupe and Oceano areas in June and early July returned high prices. But the market weakened in late July as movement from California increased and harvesting in eastern and midwestern producing States began. The early summer season average price in 1967 was down sharply from 1966. A moderate decrease in acreage is recommended in 1968.

Production of summer celery in 1967 was substantially larger than in 1966 when hot dry weather limited output. Prices for early marketings were below year earlier levels, but through the early fall months, prices averaged well above the low levels in the previous year. For the season, prices averaged above year earlier levels in most all summer-crop States.

Celery markets strengthened during the fall months as the late fall crop in California became the dominant source of supplies. Because of a lower yield per acre, 1967 late fall production in California was 5 percent less than in 1966. A smaller winter crop in Florida than in the previous year provided an added source of market strength in December.

Sweet Corn--Although increased plantings as compared with 1966 were reported in Virginia and North Carolina in 1967, total early summer acreage was below that of a year earlier because of acreage reductions in New Jersey, Oklahoma and California. Cool weather delayed the development of crops over a wide area. But despite this, per-acre yields were generally above the low levels in 1966 with the notable exception of California where spring weather was unfavorable. Nevertheless, total 1967 early summer production was 8 percent larger than in 1966.

Earliest plantings of late summer sweet corn made slow growth. But warmer weather in late June and July promoted rapid development. In many instances, harvest schedules were upset by the extremely favorable growing weather. Yield per acre for the season was close to average and 1967 production was 7 percent more than in 1966.

In 1967, fall plantings in Florida were reduced from those of the previous year. Good weather, though, resulted in a larger output in Florida. Because of a lower yield per acre, production in California was smaller than in 1966.

The larger volume of summer sweet corn supplies in 1967 than in 1966 and the more extensive bunching of harvests resulted in much lower returns than a year earlier. For the 1967 fall season, prices averaged close to the high levels in 1966.

Cucumbers--Acreage planted for early summer cucumbers in 1967 was a tenth larger than in 1966. But per-acre yields were well below normal in the important producing State of New Jersey and below year earlier levels in Maryland and Virginia. However, the late marketing season - harvest was not active until mid-July - largely nullified any potential benefits from the smaller output. Prices for the season were down substantially from 1966 and total crop value was a fifth smaller than in the previous year.

Plantings of cucumbers in 1967 for late summer harvest were moderately less than in 1966. While crop development was slower than usual, per-acre yields ranged from about average in New York to above average in Massachusetts and Pennsylvania. In Michigan, however, cold, wet weather reduced per-acre yields. Though relatively light, early marketings sold for lower prices than in 1966. But markets improved in late August and early September. This was reflected in improved average prices in New York and Michigan as compared to 1966 and average.

The substantially smaller production in Virginia, where there was an acreage reduction, and hurricane Beulah, which practically eliminated the crop in the Lower Valley of Texas, both contributed heavily to the strong market for cucumbers during the 1967 early fall season. Average prices in Virginia, South Carolina, and Louisiana were well above the moderate levels of 1966. In California, however, a larger acreage and higher yield per acre than in 1966, resulted in a 1967 production of early fall cucumbers more than a fifth above the relatively small crop in 1966. The average price in California for the 1967 season was less than the high rate in 1966 but above the 1961-65 average.

Cucumber supplies continued in good balance with market needs through most of October as marketings moved from the late fall crop in central areas of Florida. But as the season progressed and supplies began moving in volume from the Ft. Myers and Pompano areas in November, prices declined to much lower levels. At times, low returns restricted harvesting. With warm weather and ample moisture, fields in the Ft. Myers area continued in production well into December. Supplies continued abundant as marketing of crops in the Dade County area became active in December and kept prices at low levels.

Lettuce--Lettuce markets exhibited a particularly erratic pattern during the 1967 summer season. Marketable supplies were extremely light during late June and prices soared to record high levels. A month later, when harvesting was active in all producing States, marketings were heavy and prices were low. A smaller acreage for early harvest in California was partly responsible for the shortage which developed but extremely poor growing weather was the major factor. There were extensive losses in California because of heavy rainfall and production in most other areas was delayed by cold, windy weather during May. For the season, total production was a little larger than a year earlier and the average price was quite high.

Large increases in plantings in New Mexico and in California as well as a moderate increase in Texas coupled with good to excellent average yields resulted in a 1967 early fall production 11 percent more than in 1966.

In Texas, the larger output sold at a higher price and there was a good market for the increased volume in New Mexico. Returns in New Jersey were lower than in 1966 as were those in California, the largest producing early fall crop State.

After experiencing difficulty in marketing the large 1966 late fall crop, Arizona growers cut acreage sharply in 1967. With average yield per acre a little smaller than in 1966, production was down 17 percent from the previous year. Markets responded to the decrease; average price for the season was well above average.

Onions-- Production of 1967 early crop onions in each of the major seasonal groups was larger than in 1966. The 1967 early spring crop in Texas was nearly two and one half times as large as the short 1966 crop. With a third more acreage in 1967 than a year earlier and a good average yield per acre, production of late spring onions was nearly a third larger than the moderate production in 1966. Increased plantings also were common among the early summer States and production in 1967 was a tenth more than in 1966.

The much larger supplies during the spring and early summer months of 1967 resulted in prices being sharply below year earlier levels. A light volume of storage onions remaining for sale reduced competition for markets during the Texas shipping season and a strong export demand just as markets were on the verge of weakening provided an important lift to prices. With a larger volume of competitive supplies, however, markets for late spring supplies were quite weak in June. Although prices improved somewhat in July as active movement of early summer supplies began, prices continued well below the high levels experienced in 1966. Average prices for both the late spring season and the early summer season were relatively low. But market tone improved during the late summer and early fall months as prospects for the important late summer crop materialized.

Aside from the substantial increase in plantings of onions in California, where large quantities are dehydrated, 1967 planted acreages in other key States ranged from about the same in most western States to moderately less than in 1966 in the largest producing States in the Midwest and East. Moreover, while crop development in the eastern part of the country was for the most part favorable, extremely hot, dry conditions limited output per acre in many western areas. Production in the Idaho-Eastern Oregon area was substantially smaller than the moderate volume in 1966. Also, crops in western Oregon, Washington and Colorado all were less than a year earlier. The 1967 crop in Michigan was slightly larger than in 1966 and the New York crop exceeded the relatively small 1966 output in that State by 13 percent. Much of the slight increase in total late summer production, however, was accounted for by increased tonnage in California.

Onion markets were firm at moderate levels in August and September. And there was modest improvement in price levels in November and again in December. Through the end of the year, the value per hundredweight for 1967 crop supplies was lower than the high rate of return for the 1966 crop, but well above the average for the 1961-65 period. With total storage stocks of onions on January 1, 1968, only slightly larger than the comparatively light holdings of the previous year, market prices continued at satisfactory levels into the late winter. An acreage equal to that in 1967 is recommended for the 1968 late summer season.

Green Peppers--Total acreages of early summer green peppers in North Carolina and Virginia in 1967 were unchanged from 1966. Crops in both States developed favorably in 1967. Low temperatures in May slowed growth in eastern North Carolina, but conditions improved and yield per acre was about average. Volume marketings from Louisiana in June met with heavy competition from Texas spring crop supplies. And there was a large volume moved from North Carolina in the brief period from mid-June to mid-July. The average price for the 1967 season was sharply lower than the comparatively high level in 1966.

Late summer production of green peppers in 1967 was moderately larger than in 1966 because of increased acreages in most producing States and fairly good per-acre yields in those States. Smaller crops in New England sold for generally higher prices than a year earlier. But larger crops in New Jersey and Ohio returned moderately lower prices than in 1966. The important California crop, however, was 7 percent larger than in 1966 and it sold at a somewhat higher average price in 1967.

The acreage planted to fall green peppers in 1967 was moderately larger than in 1966. Increases were reported in both Florida and Texas with the total in Virginia unchanged. Acreage harvested, however, was nearly a third less than in 1966 because of the extensive acreage losses in the Lower Rio Grande Valley of Texas. With considerably less competition for markets, most of the Virginia crop was marketed in October at high prices. And movement from Florida during November and December was orderly at extremely high prices.

Spinach--The acreage planted to summer crop spinach in Colorado in 1967 was moderately less than in 1966. While early plantings were damaged by hail, most of the crop developed favorably. Yield per acre was higher than in 1966 and production was 8 percent larger than in 1966. Marketings reached a peak around August 1. The season average price in 1967 compared favorably with the fairly high price received in 1966.

Because of moderately larger plantings in New Jersey and Ohio and a much higher average yield in New Jersey, 1967 production of early fall spinach was 12 percent more than in 1966. A steady volume of supplies was available during October and most of November. The average price for the 1967 season was below a year earlier but above the 1961-65 average.

Late fall production of spinach in Maryland and Virginia in 1967 was nearly a tenth larger than in 1966. Total acreage in the two States was up sharply and yield per acre was improved over the earlier year. The combined season average price in 1967 was well above average.

Tomatoes--Tomato supplies and prices showed a wide swing during the summer of 1967. Following adverse weather, supplies were light during the early summer and prices increased to an extremely high level. The early summer production was small. In California, the leading source, production was almost one-third less than in 1966. The New Jersey crop was well below average.

By late summer, supplies had increased to more than adequate levels and prices were down sharply compared with early summer. Late summer production was 7 percent above 1966. A large early fall production in California helped to hold prices in check. The late fall crop, most of which originates in Florida, was much higher than in the previous year and average.

In 1968, an equal acreage is recommended for summer-early fall tomatoes. However, a 5-percent reduction is recommended for late fall plantings.

Cantaloups-- The total production of summer cantaloups in 1967 did not vary greatly from that in 1966. However, summer harvest tended to run late and shipments bunched. Because harvest timing was less favorable, summer cantaloup prices in 1967 held well below 1966.

Total mid-summer production in 1967 was slightly above 1966. All major producing areas reported larger crops. Late summer production was down moderately, but the heavier than usual overlap of mid-summer shipments held down prices during the late summer.

Unloads of Arizona cantaloups in 1967 were much less than a year earlier. This decline, however, was offset by heavy volume moving from California. Shipments from Colorado were down sharply compared with 1966. But cumulative shipments through the late summer from Texas were more than double those of a year earlier.

Market prospects for cantaloups are generally favorable. However, cantaloup prices will continue to be influenced greatly by harvest timing. A 5-percent increase in acreage in 1968 is recommended for summer cantaloups.

Watermelons--The total production of early summer watermelons in 1967 was moderately higher than a year earlier. Higher yields were largely responsible for the bigger crop as acreage was increased only slightly. Overlap of late spring shipments was less than normal and prices received for early summer sales were quite high.

The late summer production in 1967 was small. Most producing areas reported smaller crops compared with 1966. And watermelon prices continued relatively high through the late summer. The widespread availability of late summer watermelons usually results in low prices.

In 1968, an equal acreage of watermelons is recommended.

VII. GUIDE TABLES FOR INDIVIDUAL COMMODITIES

Background data and 1968 acreage recommendations for each summer-fall fresh vegetable, cantaloups, watermelons and sweetpotatoes are shown beginning on page 22 through 55. In addition a summary statement is included for sweetpotatoes on pages 53 and 54.

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Lima Beans - Summer

(New Jersey, North Carolina, South Carolina, Georgia and Alabama)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

10,300

1/ 25

252

Background statistics

1967 Prel.	10,300	10,000	26	261	11.58	3,022
1966	10,500	10,200	24	250	11.67	2,918
1965	10,700	10,700	26	273	10.17	2,777

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 3 percent less than in 1967.

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Snap Beans - Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
 Pennsylvania, Ohio, Illinois, Michigan, Virginia, North Carolina,
 Georgia, Tennessee, Alabama and Colorado)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	: per acre	:Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000	cwt.)

1968 Acreage Guide and
probable production

(planted acreage equal
 to 1967)

25,420 1/ 41 1,011

Background statistics

1967 Prel.	25,420	24,370	42	1,026	10.41	10,682
1966	25,890	25,140	40	1,008	11.75	11,847
1965	27,200	26,550	41	2/ 1,099	9.14	9,538
1/ 1964-67 average yield.	2/	Includes 55,000 cwt. not marketed and excluded in computing value.				

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 1 percent less than in 1967.

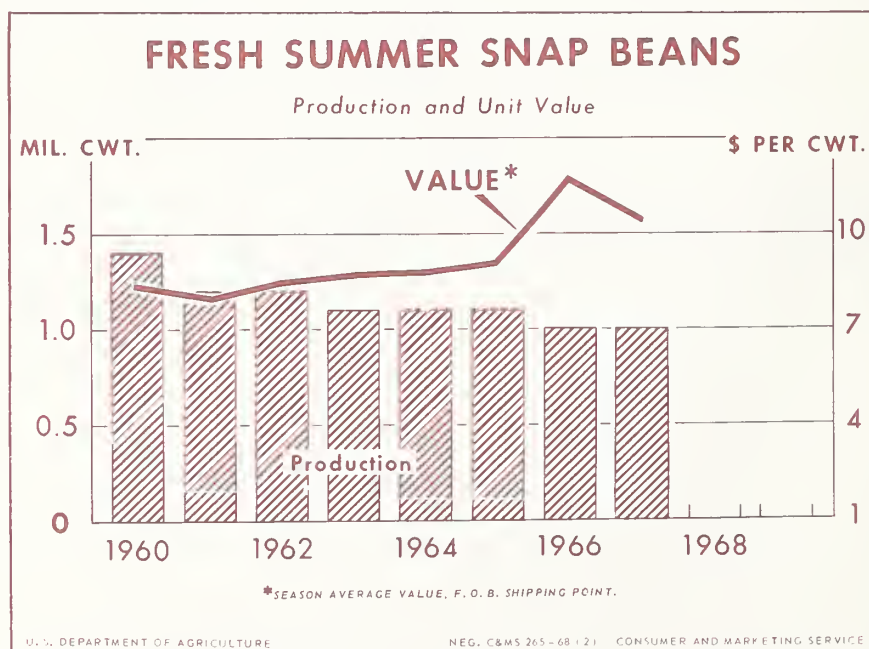


Figure 1

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cabbage - Early Summer

(Massachusetts, Rhode Island, Connecticut, New Jersey, Ohio and Virginia)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and probable production

(planted acreage equal to 1967)

6,560 1/ 212 1,349

Background statistics

1967 Prel.	6,560	6,210	213	1,324	2.70	3,576
1966	6,350	6,200	215	1,332	3.85	5,129
1965	6,170	5,970	212	1,264	2.37	2,992

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 2 percent more than in 1967.

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia, Colorado, Washington and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and probable production

(planted acreage equal to 1967)

16,350 1/ 208 3,265

Background statistics

1967 Prel.	16,350	15,830	222	<u>2/</u> 3,509	2.36	8,095
1966	16,300	16,000	193	3,089	3.58	11,066
1965	17,200	16,400	208	3,416	2.65	6,990

1/ 1966-67 average yield.

2/ Includes 72,000 cwt. not marketed and excluded in computing value.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1966-67 average yield, will result in a production 7 percent less than in 1967.

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Carrots - Early Summer

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1967) 8,300

1/ 300

2,490

Background statistics

1967 Prel.	7,900	7,900	300	2,370	4.34	10,289
1966	7,900	7,900	305	2,410	4.97	11,984
1965	7,300	7,300	295	2,154	4.89	10,533

1/ 1965-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with no abandonment and a 1965-67 average yield, will result in a production 5 percent more than in 1967.

Carrots - Late Summer

(New Jersey, Ohio and Illinois)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1967) 1,890

1/ 320

605

Background statistics

1967 Prel.	1,800	1,800	328	590	2.37	1,401
1966	1,950	1,950	311	606	2.14	1,295
1965	1,850	1,850	274	506	1.94	982

1/ 1966-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with no abandonment and a 1966-67 average yield, will result in a production 3 percent more than in 1967.

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cauliflower - Summer

(New York, New Jersey, and Washington)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre :	Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1968 Acreage Guide and probable production</u>						
(planted acreage equal to 1967)	3,000		<u>1</u> / 103	297		
<u>Background statistics</u>						
1967 Prel.	3,000	2,900	102	297	7.48	2,223
1966	3,200	3,050	100	306	7.62	2,333
1965	3,100	3,000	110	329	7.22	2,374

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production equal to 1967.

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Celery - Early Summer

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1967)

2,500 1/ 531 1,328

Background statistics

1967 Prel.	2,600	2,600	505	1,313	5.30	6,959
1966	2,500	2,500	560	1,400	6.20	8,680
1965	2,100	2,100	535	1,124	4.30	4,833

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with no abandonment and a 1964-67 average yield, will result in a production 1 percent more than in 1967.

Celery - Summer

(Massachusetts, New York, New Jersey, Pennsylvania, Ohio, Michigan and
Washington)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage
equal to 1967)

5,350 1/ 345 1,753

Background statistics

1967 Prel.	5,350	4,950	337	1,668	6.21	10,362
1966	5,260	4,960	312	1,549	5.76	8,929
1965	5,380	5,280	370	1,955	4.50	8,796

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 5 percent more than in 1967.

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina, Oklahoma & California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and
probable production
 (planted acreage
 equal to 1967)

31,500 1/ 68 2,056

Background statistics

1967 Prel.	31,500	30,600	69	2,110	4.55	9,595
1966	33,400	31,200	63	1,954	5.25	10,257
1965	35,000	34,200	74	2,539	3.78	9,589

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield will result in a production 3 percent less than in 1967.

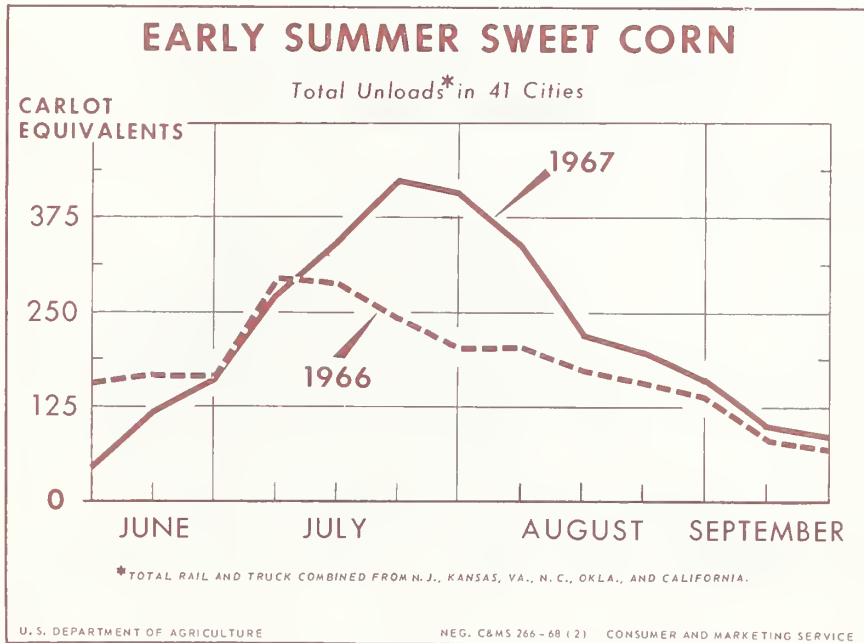


Figure 2

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Sweet Corn - Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
Pennsylvania, Ohio, Illinois, Michigan, Maryland, Colorado, Washington, & Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1967)

94,900 1/ 62 5,531

Background statistics

1967 Prel.	90,400	84,300	64	5,404	3.90	20,967
1966	92,200	86,600	58	5,046	4.53	22,858
1965	94,700	89,600	64	5,716	3.59	20,535

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 2 percent more than in 1967.

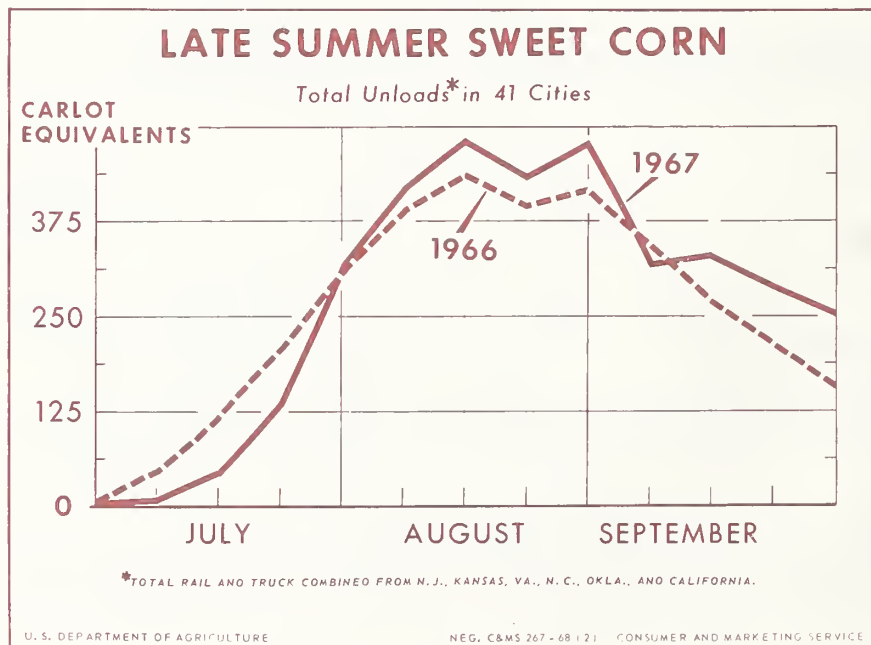


Figure 3

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cucumbers - Early Summer

(New Jersey, Illinois, Delaware, Maryland and Virginia)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :
	(acres)		(cwt.)	(1,000 cwt.)
				Price : Value
				(\$ per (\$1,000
				cwt.)

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

6,500 1/ 102 623

Background statistics

1967 Prel.	6,500	5,850	97	570	4.94	2,813
1966	5,900	5,450	110	600	5.90	3,537
1965	6,300	6,100	104	2/ 632	4.75	2,994

1/ 1964-67 average yield.

2/ Includes 2,000 cwt. not marketed and excluded in computing value.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 9 percent more than in 1967.

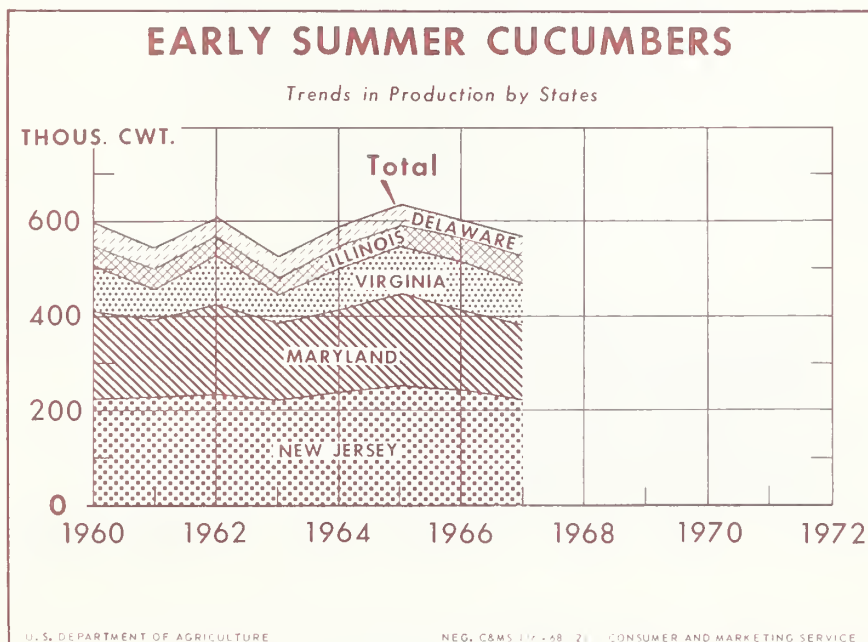


Figure 4

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Cucumbers - Late Summer

(Massachusetts, New York, Pennsylvania and Michigan)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	: per acre	:Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000	cwt.)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1967)

6,160 1/ 85 482

Background statistics

1967 Prel.	5,870	5,450	85	462	6.63	3,064
1966	6,120	5,600	86	480	6.35	3,049
1965	6,070	5,550	81	448	6.46	2,896

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 4 percent more than in 1967.

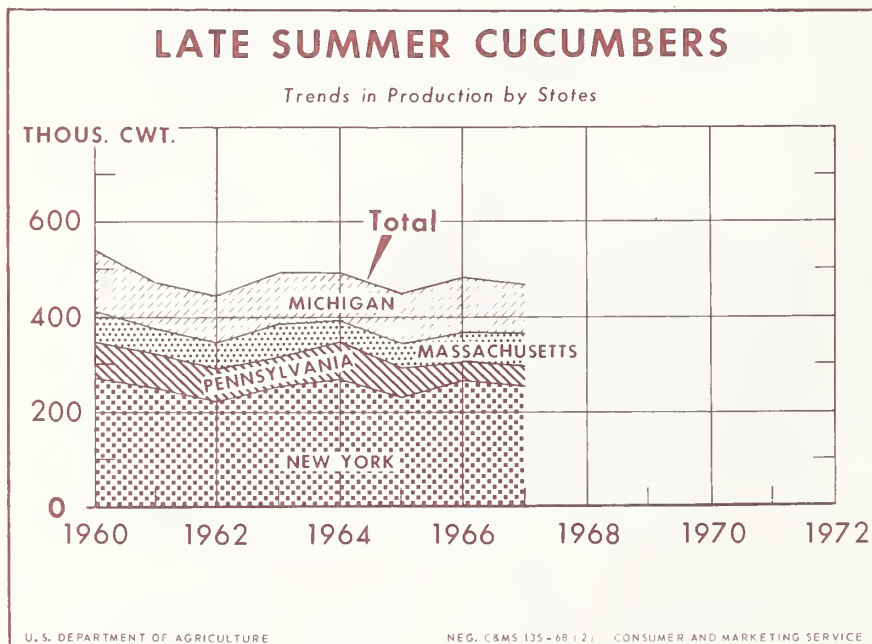


Figure 5

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Eggplant - Summer

(New Jersey)

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1968 Acreage Guide and probable production</u> (planted acreage equal to 1967)						
	1,400	<u>1</u> / 120	168			
<u>Background statistics</u>						
1967 Prel.	1,400	1,400	120	168	5.60	941
1966	1,300	1,300	120	156	8.00	1,248
1965	1,500	1,500	130	195	5.40	1,053

1/ 1966-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with no abandonment and a 1966-67 average yield, will result in a production equal to 1967.

Lettuce - Summer

(Maine, New York, Ohio, Michigan, Wisconsin, Colorado, Washington,
Oregon and California)

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1968 Acreage Guide and probable production</u> (planted acreage equal to 1967)						
	45,920	<u>1</u> / 254	11,197			
<u>Background statistics</u>						
1967 Prel.	45,920	44,050	258	<u>2</u> / 11,369	5.91	66,476
1966	46,620	44,950	249	11,207	5.39	60,357
1965	46,750	44,820	247	11,066	3.93	43,477

1/ 1966-67 average yield.

2/ Includes 124,000 cwt. not marketed and excluded in computing value.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1966-67 average yield, will result in a production 2 percent less than in 1967 (see Figures 6&7 next page).

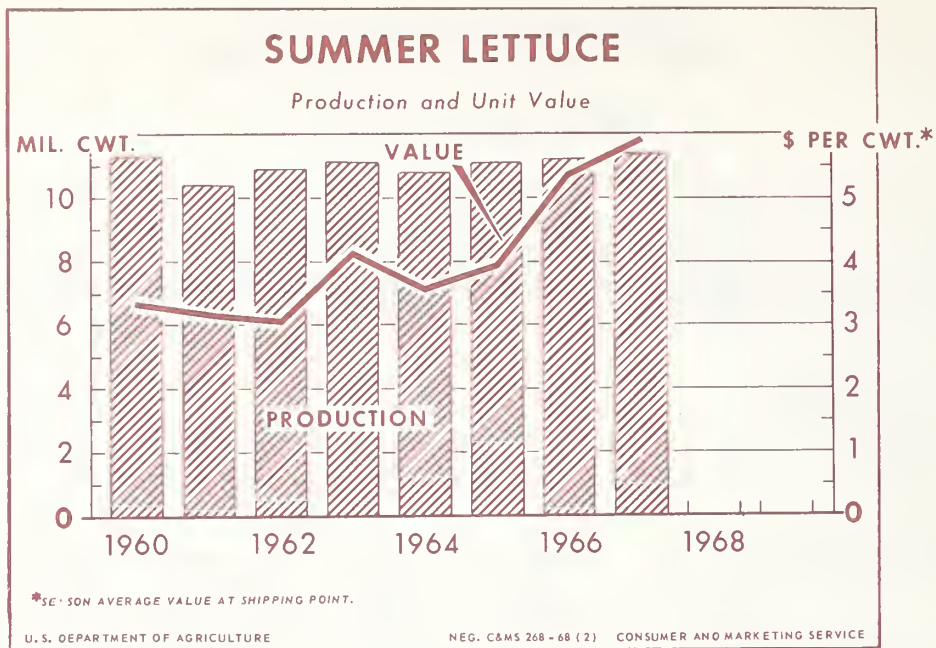


Figure 6

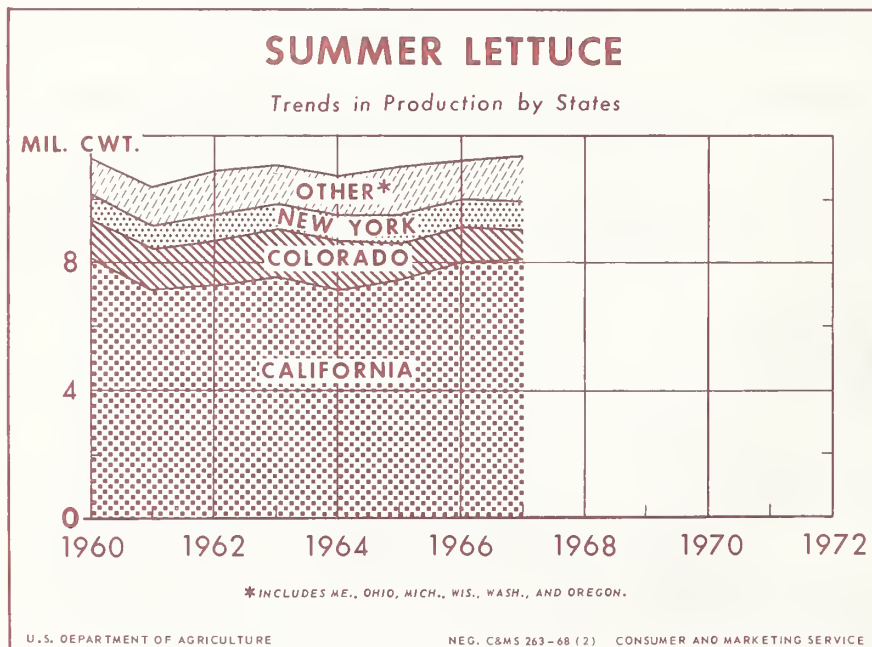


Figure 7

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Onions - Early Summer

(New Jersey, Illinois, Texas, New Mexico and Washington)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1968 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1967) 15,000

1/ 235 3,243

Background statistics

1967 Prel.	15,800	13,100	253	3,308	3.79	11,571
1966	13,850	13,250	226	3,000	5.49	16,472
1965	10,600	10,300	227	2,333	5.17	12,062

1/ 1965-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production 2 percent less than in 1967.

Onions - Late Summer

(New York, Ohio, Indiana, Michigan, Wisconsin, Minnesota, Iowa
Colorado, Utah, Washington, Oregon, California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967) 60,470

1/ 325 18,867

Background statistics

1967 Prel.	60,470	58,500	318	18,617	3.45	55,277
1966	59,110	57,560	315	18,149	4.30	68,369
1965	61,180	58,080	358	20,798	2.51	42,669

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 1 percent more than in 1967.

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Green Peppers - Early Summer

(North Carolina and Louisiana)

Year	: Acreage	: Yield	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

8,200 1/ 42 338

Background statistics

1967 Prel.	8,200	8,100	43	346	10.16	3,516
1966	8,200	8,000	41	2/ 325	11.97	3,640
1965	8,000	7,800	41	2/ 318	8.99	2,473

1/ 1965-67 average yield per acre. 2/ Includes the following quantities
(in 1,000 cwt.) not marketed and excluded in computing value: 43 in 1965,
and 21 in 1966.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with
normal abandonment and a 1965-67 average yield, will result in a production
2 percent less than in 1967.

Green Peppers - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, New Jersey,
Ohio, Michigan, California)

Year	: Acreage	: Yield	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

18,870 1/ 97 1,775

Background statistics

1967 Prel.	18,870	18,320	96	1,759	7.63	13,422
1966	17,870	17,300	96	1,667	7.75	12,911
1965	17,070	16,600	102	1,691	7.65	12,932

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with
normal abandonment and a 1964-67 average yield, will result in a production
1 percent more than in 1967.

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Spinach - Summer

(Colorado)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

1,400 1/ 62 78

Background statistics

1967 Prel.	1,400	1,300	65	84	12.30	1,033
1966	1,500	1,300	60	78	12.60	983
1965	1,300	1,100	55	60	11.00	660

1/ 1966-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage with normal abandonment and a 1966-67 average yield, will result in a production 7 percent less than in 1967.

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia,
North Carolina, Kentucky, Tennessee, Alabama, Arkansas, California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and
probable production

(planted acreage
equal to 1967)

42,960 1/ 125 5,316

Background statistics

1967 Prel.	42,960	42,550	114	4,860	11.17	54,284
1966	44,400	43,900	127	5,597	9.85	55,140
1965	40,380	39,980	124	2/ 4,964	8.88	43,571

1/ 1963-66 average yield.

2/ Includes 56,000 cwt. not marketed and excluded in computing value.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 9 percent above 1967.

1968 Acreage-Marketing Guides
Summer Vegetables for Fresh Market

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio,
 Indiana, Illinois, Michigan, North Carolina, Colorado, New Mexico,
 Washington and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage equal
 to 1967)

24,280 1/ 115 2,681

Background statistics

1967 Prel.	24,280	23,330	118	2/ 2,743	8.69	23,385
1966	24,030	22,900	112	2,572	8.80	22,631
1965	24,250	23,420	114	2,669	7.53	20,085

1/ 1966-67 average yield.

2/ Includes 51,000 cwt. not marketed and excluded in computing value.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1966-67 average yield, will result in a production 2 percent less than in 1967.

1968 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Early Summer

(South Carolina, Georgia, Alabama, Oklahoma, Arizona)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and

probable production

(planted acreage 5 percent

more than in 1967) 14,500 1/ 54 760

Background statistics

1967 Prel.	13,800	13,500	56	757	5.72	4,329
1966	13,450	12,950	50	646	4.82	3,112
1965	13,600	13,100	56	730	3.52	2,573

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production equal to 1967.

Cantaloups - Mid Summer

(Indiana, Illinois, Delaware, Maryland, North Carolina, Texas, California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and

probable production

(planted acreage 5 percent

more than in 1967) 51,100 1/ 123 6,160

Background statistics

1967 Prel.	48,650	47,250	126	5,949	5.19	30,895
1966	48,100	47,500	122	5,789	6.60	38,192
1965	50,700	49,700	124	6,184	4.77	29,518

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 4 percent more than in 1967.

1968 Acreage-Marketing Guides
Summer Melons for Fresh Market

Cantaloups - Late Summer

(New York, New Jersey, Ohio, Michigan, Kansas,
Colorado, Washington)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1967) 11,150

1/ 84 852

Background statistics

1967 Prel.	10,600	9,700	83	801	4.93	3,952
1966	10,900	10,000	85	851	5.51	4,686
1965	11,150	9,850	80	791	4.88	3,863

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 6 percent more than in 1967.

Cantaloups - Early Fall

(Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage
equal to 1967) 3,200

1/ 128 410

Background statistics

1967 Prel.	3,200	3,200	128	410	4.91	2,012
1966	1,850	1,850	128	237	5.30	1,255
1965	2,550	2,550	111	284	4.35	1,235

1/ 1966-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with no abandonment and a 1966-67 average yield, will result in a production equal to 1967.

1968 Acreage-Marketing Guides
Summer Melons for Fresh Market

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi,
Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

196,800

1/ 80

14,957

Background statistics

1967 Prel.	196,800	188,400	83	15,644	2.00	31,233
1966	195,800	184,500	77	14,246	1.75	24,870
1965	203,400	191,700	81	2/15,531	1.33	20,559

1/ 1964-67 average yield. 2/ Includes 37,000 cwt. not marketed and excluded
in computing value.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with
normal abandonment, and a 1964-67 average yield, will result in a production
4 percent less than in 1967.

1968 Acreage-Marketing Guides
Summer Melons for Fresh Market

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,
 Maryland, Virginia, Oregon and Washington)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
 probable production

(planted acreage equal
 to 1967) 25,950 1/ 126 3,204

Background statistics

1967 Prel.	25,950	23,150	127	2,947	2.10	6,186
1966	26,250	26,050	123	3,209	2.05	6,583
1965	28,600	27,650	138	3,806	1.34	5,087

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 9 percent more than in 1967.

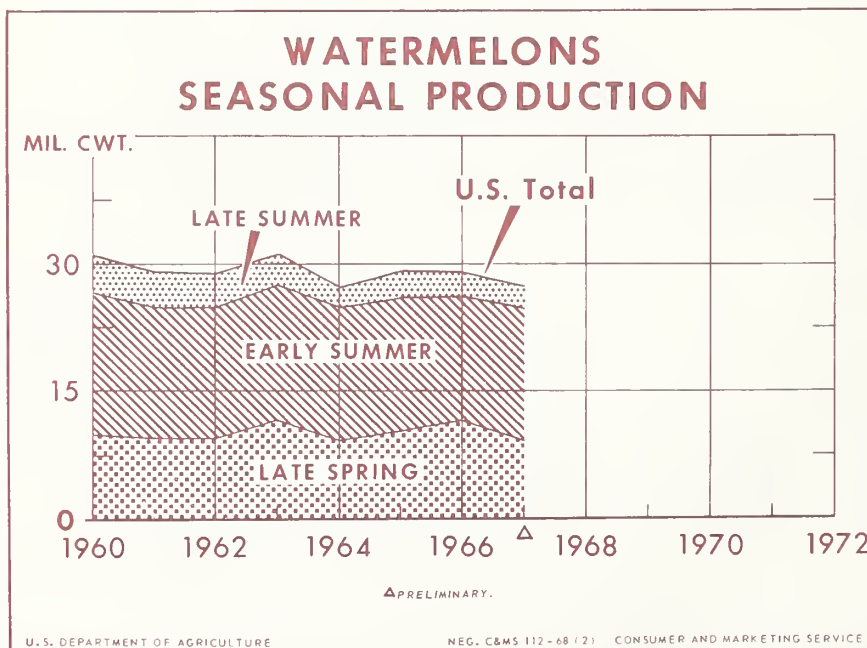


Figure 8

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Snap Beans - Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Louisiana, and California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

12,550 1/ 43 491

Background statistics

1967 Prel.	12,550	11,350	41	469	11.88	5,571
1966	12,300	11,300	41	465	11.40	5,303
1965	11,800	10,950	47	2/ 515	10.56	5,419

1/ 1964-67 average yield.

2/ Includes 2,000 cwt. not marketed and excluded in computing value.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 5 percent more than in 1967.

Snap Beans - Late Fall

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and
probable production

(planted acreage
equal to 1967)

12,400 1/ 40 441

Background statistics

1967 Prel.	12,400	11,400	39	450	11.19	5,035
1966	12,000	9,500	39	367	14.75	5,413
1965	12,200	9,000	41	371	12.91	4,788

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 2 percent less than in 1967.

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Broccoli - Fall

(New York, New Jersey, Pennsylvania, Washington, Oregon & California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and probable production

(planted acreage equal to 1967) 24,600 1/ 54 1,322

Background statistics

1967 Prel.	24,600	24,500	56	1,361	8.91	12,129
1966	23,000	22,900	58	1,339	8.66	11,592
1965	22,450	22,350	51	1,133	8.30	9,405

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 3 percent less than in 1967.

Cabbage - Early Fall

(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, (L.I.), New York, (Upstate), New Jersey, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota, Oregon and Idaho)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and probable production

(planted acreage equal to 1967) 31,310 1/ 288 8,566

Background statistics

1967 Prel.	31,310	29,710	316	<u>2/</u> 9,395	1.53	13,623
1966	30,900	29,000	261	<u>2/</u> 7,555	2.96	21,946
1965	33,880	31,980	288	<u>2/</u> 9,203	1.53	13,394

1/ 1965-67 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 465 in 1965, 148 in 1966, and 484 in 1967.

1968 Guide-The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and 1965-67 average yield, will result in a production 9 percent less than in 1967.

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cabbage - Late Fall

(Virginia, North Carolina, and South Carolina)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage

equal to 1967)

2,050

1/ 129

264

Background statistics

1967 Prel.	2,050	2,050	132	271	1.95	528
1966	2,100	2,100	126	265	3.57	945
1965	2,250	2,250	119	267	2.09	557

1/ 1966-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with no abandonment and a 1966-67 average yield, will result in a production 3 per cent less than in 1967.

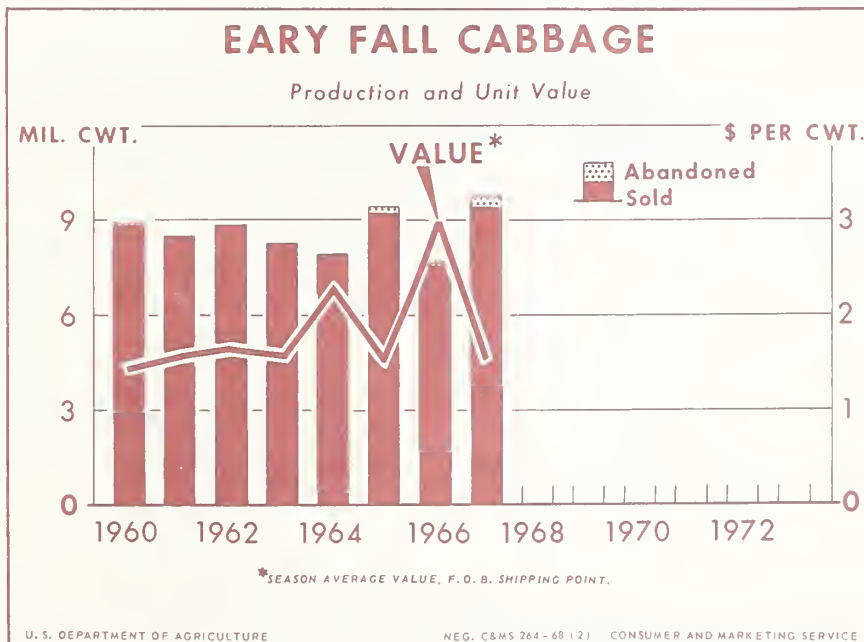


Figure 9

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Carrots - Early Fall

(Massachusetts, Connecticut, New York, Michigan, Wisconsin,
Minnesota, Texas, Colorado, Washington, Oregon)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1968 Acreage Guide and probable production (planted acreage equal to 1967)	24,450		<u>1</u> / 271	6,228		
<u>Background statistics</u>						
1967 Prel.	24,450	22,980	269	6,185	3.82	23,639
1966	24,670	23,550	266	6,266	3.04	19,077
1965	22,500	21,200	291	6,164	2.93	18,069
<u>1</u> / 1964-67 average yield.						

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 1 percent more than in 1967.

Carrots - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1968 Acreage Guide and probable production (planted acreage 10 percent more than in 1967)	7,400		<u>1</u> / 290	2,146		
<u>Background statistics</u>						
1967 Prel.	6,700	6,700	290	1,943	5.04	9,793
1966	8,400	8,400	265	2,226	3.62	8,060
1965	7,300	7,300	320	2,336	3.68	8,608
<u>1</u> / 1964-67 average yield.						

1968 Guide

The 1968 guide is a planted acreage 10 percent more than in 1967. Such an acreage, with no abandonment and a 1964-67 average yield, will result in a production 10 percent more than in 1967.

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cauliflower - Early Fall

(New York, L.I., Michigan, and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage
equal to 1967) 4,500 1/ 100 428

Background statistics

1967 Prel.	4,500	4,200	104	436	7.94	3,464
1966	4,600	4,350	97	422	8.05	3,399
1965	4,600	4,500	109	490	6.75	3,308

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 2 percent less than in 1967.

Cauliflower - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage
equal to 1967) 8,600 1/ 110 946

Background statistics

1967 Prel.	8,600	8,600	110	946	7.95	7,524
1966	7,600	7,600	120	912	7.90	7,203
1965	7,700	7,700	110	847	7.58	6,423

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with no abandonment and a 1964-67 average yield, will result in a production equal to that in 1967.

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Celery - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and probable production

(planted acreage equal to 1967)	5,900	<u>1/</u> 536	3,162
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Background statistics

1967Prel.	5,900	5,900	530	3,127	4.70	14,697
1966	5,800	5,800	570	3,306	3.85	12,728
1965	5,600	5,600	520	2,912	4.80	13,978

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with no abandonment and a 1964-67 average yield, will result in a production 1 per cent more than in 1967.

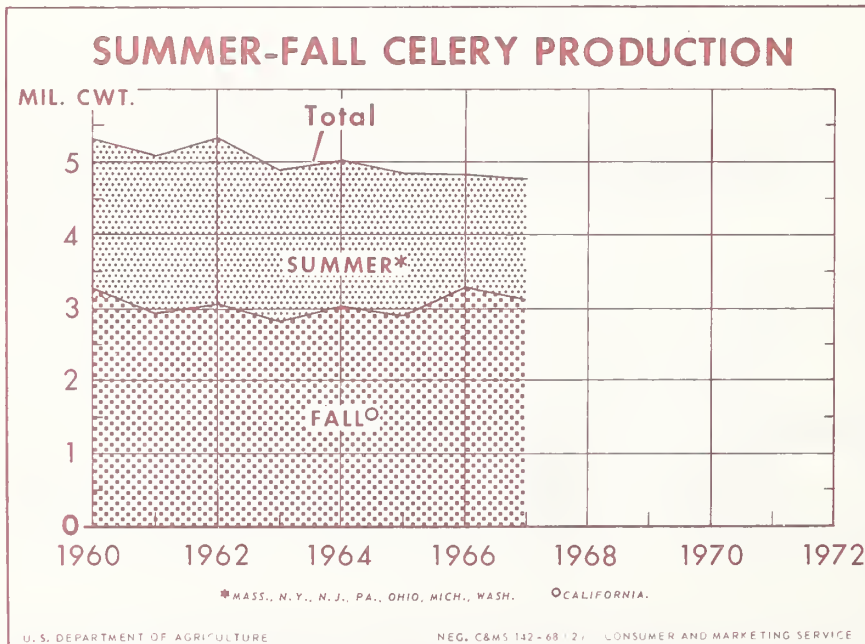


Figure 10

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Sweet Corn - Fall

(Florida and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1967)

15,750 1/ 50 740

Background statistics

1967 Prel.	15,000	13,900	53	732	5.88	4,307
1966	15,900	15,100	48	723	5.98	4,326
1965	14,200	13,900	48	671	5.17	3,469

1/ 1966-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1966-67 average yield, will result in a production 1 percent more than in 1967.

Green Peppers - Fall

(Virginia, Florida, Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1967)

8,100 1/ 92 641

Background statistics

1967 Prel.	8,500	4,800	101	486	11.37	5,525
1966	8,200	7,000	86	602	10.67	6,424
1965	7,800	6,700	83	558	11.65	6,501

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 32 percent more than in 1967.

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Cucumbers - Early Fall

(Virginia, South Carolina, Louisiana, Texas, California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

7,800

1/ 94

711

Background statistics

1967 Prel.	7,800	6,600	101	664	6.83	4,533
1966	7,950	7,750	89	689	6.06	4,173
1965	8,250	8,050	93	751	5.86	4,399

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield will result in a production 7 percent more than in 1967.

Cucumbers - Late Fall

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

7,600

1/ 125

846

Background statistics

1967 Prel.	7,600	6,800	130	884	6.90	6,100
1966	7,500	6,700	115	770	7.90	6,083
1965	8,300	7,100	130	923	6.40	5,907

1/ 1965-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1965-67 average yield will result in a production 4 percent less than in 1967.

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and

probable production

(planted acreage 5 percent

less than in 1967) 40,850

1/ 180

7,132

Background statistics

1967 Prel.	43,000	41,900	178	7,454	4.15	30,903
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1966	37,300	36,100	185	6,690	4.84	32,381
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1965	34,700	33,600	186	2/ 6,243	4.82	29,916
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1/ 1964-67 average yield.

2/ Includes 35,000 cwt. not marketed and excluded in computing value.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 4 percent less than in 1967.

Lettuce - Late Fall

(Arizona)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and

probable production

(planted acreage

equal to 1967) 14,100

1/ 168

2,369

Background statistics

1967 Prel.	14,100	14,100	165	2,326	5.40	12,560
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1966	16,500	16,500	170	2,805	4.55	12,763
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1965	19,100	19,100	170	3,247	4.80	15,586
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1/ 1966-67 average yield.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with no abandonment and a 1966-67 average yield, will result in a production 2 percent more than in 1967.

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Spinach - Early Fall

(New York, New Jersey, Pennsylvania, and Ohio)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	:	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)	cwt.)
1968 Acreage Guide and <u>probable production</u> (planted acreage equal to 1967)	2,650	<u>1</u> / 62	141			
<u>Background statistics</u>						
1967 Prel.	2,650	2,300	63	145	8.21	1,191
1966	2,550	2,200	59	129	8.91	1,149
1965	2,650	2,150	65	139	8.53	1,185
<u>1/ 1964-67 average yield.</u>						

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production slightly less than in 1967.

Spinach - Late Fall

(Maryland and Virginia)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	:	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)	cwt.)
1968 Acreage Guide and <u>probable production</u> (planted acreage equal to 1967)	1,600	<u>1</u> / 51	75			
<u>Background statistics</u>						
1967 Prel.	1,600	1,350	52	70	8.39	587
1966	1,400	1,350	47	64	8.11	519
1965	1,450	1,400	49	69	7.94	548
<u>1/ 1964-67 average yield.</u>						

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 7 percent above 1967.

1968 Acreage-Marketing Guides
Sweetpotatoes

(New Jersey, Kansas, Maryland, Virginia, North Carolina, South Carolina,
Georgia, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma,
Texas, California, and New Mexico)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(1,000 acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage equal
to 1967)

150.7 1/ 91 13,540

Background statistics

1967 Prel.	150.7	148.1	95	14,032	4.64	64,949
1966	161.0	156.8	87	13,697	4.54	62,399
1965	172.2	168.5	92	15,524	4.21	65,628

1/ 1965-67 average yields by States.

Comments

The long-term decline in sweetpotato acreage, which has been taking place since the end of World War II, continued in 1967. Total plantings were 6 percent less than in 1966, and the lowest on record. As in the past, decreasing farm population in southern producing States was likely an important factor contributing to the decline in plantings. Acreages were reduced sharply in 1967 in most producing States. In North Carolina and Georgia, acreages were unchanged compared with the prior year, and in Louisiana, acreage was only slightly less than a year earlier.

With generally favorable growing conditions, average yield reached a new high in 1967. Although unusually cool weather slowed early development of crops in the East and in many southern States, soil-moisture supplies were adequate for transplanting. And crops made favorable progress, particularly during July. In September, heavy rains retarded crops somewhat, but the increased moisture as compared with 1966 resulted in the addition of considerable tonnage to crops, particularly in the South Central and South Atlantic States.

In recent years, total sweetpotato production has been comparatively stable because increasing per-acre yields have mostly offset acreage decreases. In 1967, much higher yields were reported in most States and more than offset the acreage reduction. Although moderately less than the 1961-65 average, the total production in 1967 was slightly larger than in 1966. Substantial gains as compared with a year earlier were reported in Louisiana and North Carolina, the two leading States in production.

During the 1967 fall season, total supplies were in good balance with market requirements. Movement to fresh market outlets through early October lagged behind year-earlier levels because of delayed harvests in California

and most eastern producing States. But marketings in late October were larger than in 1966 and a high rate of disappearance was maintained prior to the Thanksgiving-Christmas holidays. Cumulative unloads in principal cities from July through December, 1967 were about equal to those during the corresponding period in 1966. In addition, the quantity of sweetpotatoes used for canning and other processing in 1967 was substantially greater than a year earlier.

In October, market prices in Maryland and Virginia weakened, reaching fairly low levels. But this proved to be a temporary weakness as prices improved in November. F.o.b. prices for cured stock at leading shipping points including Louisiana were strong into early 1968.

Total market requirements in the 1968-69 season are not expected to differ much from 1967-68. An acreage in 1968 equal to 1967 should provide an adequate volume for market needs which have been static.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and 1965-67 average yields by States, will result in a production 4 percent less than in 1967.

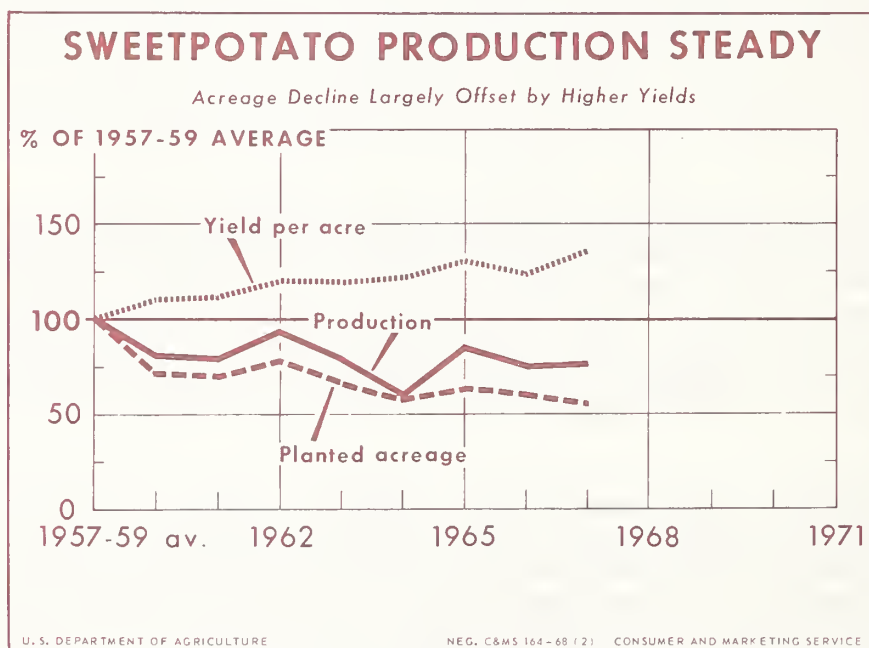


Figure 11

1968 Acreage-Marketing Guides
Fall Vegetables for Fresh Market

Tomatoes - Early Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1967) 18,000 1/ 190 3,420

Background statistics

1967 Prel.	19,000	19,000	180	3,420	8.50	29,070
1966	16,200	16,200	200	3,240	9.20	29,808
1965	17,600	17,600	190	3,344	10.90	36,450

1/ 1966-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with no abandonment and a 1966-67 average yield, will result in a production equal to 1967.

Tomatoes - Late Fall

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1967) 14,060 1/ 137 1,618

Background statistics

1967 Prel.	14,800	11,900	139	1,652	8.34	13,780
1966	12,500	10,700	125	1,336	12.18	16,272
1965	12,000	10,500	152	1,596	10.26	16,377

1/ 1964-67 average yield.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 2 percent less than in 1967.

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